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Cherry Pack III â€“ bright ideas in beauty packaging

Yonwoo Europe proudly took part in Cherry Pack, L'Oréal's annual innovation forum, for the third consecutive year in Paris last November. The two-day event allowed the team to present 23 exclusive packaging concepts from Yonwoo to L'Oréal's top decision makers.

The concepts were prepared for Cherry Pack over the course of six months.
"The organisation was impressive. From initial brief, through pre-selection, to final selection, all suppliers had much more time to prepare their presentations according to strict guidelines. This year's event had a tight focus that guaranteed there was interest for all concepts put forward," said Stephanie Padilla, Yonwoo Europe Category Manager.
The event is designed to yield true differentiation in beauty packaging, while strengthening relationships with key suppliers. Yonwoo is only company to be invited back each year.

Yonwoo Europe is a joint venture between Quadpack and Yonwoo.

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About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit www.quadpack.com.

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